



# CITY OF RICHMOND, CA 2011

Report of Geographic Subgroup Comparisons

**C O N T E N T S**

Survey Background..... 1  
    About The National Citizen Survey™ ..... 1

Understanding the Results ..... 2  
    “Don’t Know” Responses ..... 2  
    Understanding the Tables..... 2

Comparisons ..... 4

## **SURVEY BACKGROUND**

### **ABOUT THE NATIONAL CITIZEN SURVEY™**

The National Citizen Survey™ (The NCS™) is a collaborative effort between National Research Center, Inc. (NRC) and the International City/County Management Association (ICMA).

The survey and its administration are standardized to assure high quality survey methods and comparable results across The National Citizen Survey™ jurisdictions. Participating households are selected at random and the household member who responds is selected without bias. Multiple mailings give each household more than one chance to participate with self-addressed and postage paid envelopes. Results are statistically weighted to reflect the proper demographic composition of the entire community.

The National Citizen Survey™ customized for this jurisdiction was developed in close cooperation with local jurisdiction staff. The City of Richmond staff selected items from a menu of questions about services and community problems; they defined the jurisdiction boundaries NRC used for sampling; and they provided the appropriate letterhead and signatures for mailings. City of Richmond staff also determined local interest in a variety of add-on options to The National Citizen Survey™ Basic Service.

## UNDERSTANDING THE RESULTS

### “DON’T KNOW” RESPONSES

On many of the questions in the survey respondents may answer “don’t know.” The proportion of respondents giving this reply is shown in the full set of responses included in Appendix A. However, these responses have been removed from the analyses presented in the body of the report. In other words, the tables and graphs display the responses from respondents who had an opinion about a specific item.

### UNDERSTANDING THE TABLES

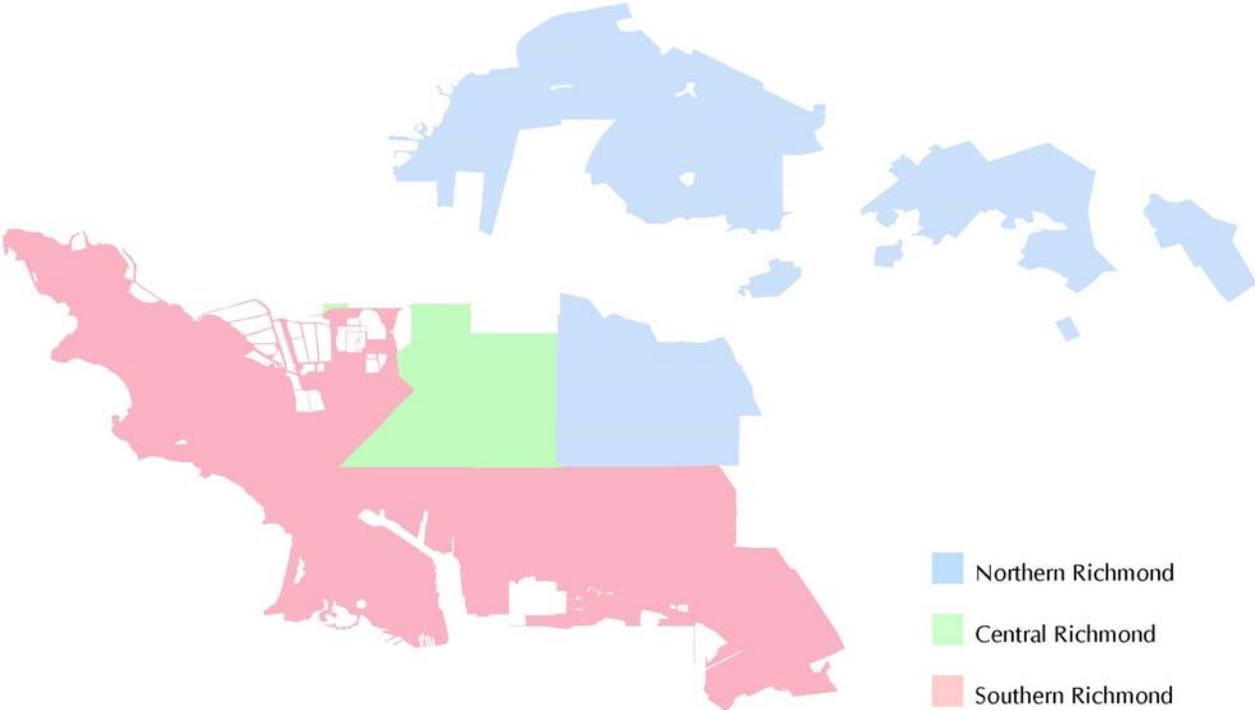
In this report, comparisons between geographic subgroups are shown. For most of the questions, we have shown only one number for each question. We have summarized responses to show only the proportion of respondents giving a certain answer; for example, the percent of respondents who rated the quality of life as “excellent” or “good”, or the percent of respondents who felt the rate of growth was “about right.”

ANOVA and chi-square tests of significance were applied to these comparisons of survey questions by geographic subgroups. A “p-value” of 0.05 or less indicates that there is less than a 5% probability that differences observed between subgroups are due to chance; or in other words, a greater than 95% probability that the differences observed are “real.” Where differences were statistically significant, they are marked in grey.

The 95 percent confidence level for this survey is generally no greater than plus or minus four percentage points around any given percent reported for the entire sample (500 completed surveys). For each section of the city (Southern, Central or Northern), the margin of error rises to approximately + or - 12% since sample sizes were approximately 63 for the Southern sector, 253 for the Central sector and 183 for the Northern sector.

To create these geographic sub-groups, City staff divided survey respondents into three distinct areas based on established Richmond Policing sectors – Southern, Central and Northern (see map on following page). The Southern sector (police beats 1, 2 and 3) consists of households within the following neighborhoods: Point Richmond, Marina Bay, Santa Fe, Coronado, Cortez Stege, Pullman, Park Plaza, Laurel Park, Eastshore, Park View, Panhandle Annex, Richmond Annex and Southwest Annex. The Central sector (police beats 4, 5 and 6) consists of the following neighborhoods: Belding Woods, Iron Triangle, Forrest Park, Atchison Village, Civic Center and North Richmond. The Northern sector (beats 7, 8 and 9) consist of the following neighborhoods: Metro Richmore, North & East, East Richmond, Parchester Village, Hilltop Village, Fairmede/Hilltop, Hilltop Bayview, Hilltop Green, May Valley, El Sobrante Hills, Greenbriar, Greenridge Heights, Hasford Heights, Countryside, Carriage Hills North and Carriage Hills South.

# The National Citizen Survey™ Richmond, CA 2011 Geographic Comparison Areas



## COMPARISONS

Cells shaded grey indicate statistically significant differences between subgroups.

Question 1: Quality of Life (Percent "excellent" or "good")				
Please rate each of the following aspects of quality of life in Richmond:	Sector			
	Southern	Central	Northern	Overall
Richmond as a place to live	32%	39%	23%	32%
Your neighborhood as a place to live	36%	64%	58%	59%
Richmond as a place to raise children	21%	14%	9%	13%
Richmond as a place to work	23%	25%	20%	23%
Richmond as a place to retire	25%	16%	15%	17%
The overall quality of life in Richmond	26%	22%	19%	21%

Question 2: Community Characteristics (Percent "excellent" or "good")				
Please rate each of the following characteristics as they relate to Richmond as a whole:	Sector			
	Southern	Central	Northern	Overall
Sense of community	20%	27%	29%	27%
Openness and acceptance of the community towards people of diverse backgrounds	30%	41%	47%	42%
Overall appearance of Richmond	19%	20%	14%	18%
Cleanliness of Richmond	16%	16%	13%	15%
Overall quality of new development in Richmond	30%	29%	33%	31%
Variety of housing options	22%	31%	33%	31%
Overall quality of business and service establishments in Richmond	25%	25%	23%	24%
Shopping opportunities	26%	31%	24%	28%
Opportunities to attend cultural activities	19%	32%	28%	29%
Recreational opportunities	19%	25%	27%	25%
Employment opportunities	10%	13%	6%	10%
Educational opportunities	27%	20%	10%	17%
Opportunities to participate in social events and activities	23%	23%	31%	26%
Opportunities to participate in religious or spiritual events and activities	32%	40%	56%	44%
Opportunities to volunteer	36%	38%	54%	43%
Opportunities to participate in community matters	26%	40%	52%	42%

**Question 2: Community Characteristics (Percent "excellent" or "good")**

Please rate each of the following characteristics as they relate to Richmond as a whole:	Sector			
	Southern	Central	Northern	Overall
Ease of car travel in Richmond	35%	48%	53%	48%
Ease of bus travel in Richmond	34%	36%	44%	39%
Ease of rail or subway travel in Richmond	47%	46%	49%	47%
Ease of bicycle travel in Richmond	24%	33%	32%	31%
Ease of walking in Richmond	21%	22%	28%	24%
Availability of paths and walking trails	19%	28%	45%	33%
Traffic flow on major streets	29%	32%	43%	36%
Amount of public parking	37%	41%	46%	42%
Availability of affordable quality housing	34%	32%	29%	31%
Availability of affordable quality child care	22%	29%	24%	26%
Availability of affordable quality health care	25%	29%	25%	27%
Availability of affordable quality food	25%	32%	25%	29%
Availability of preventive health services	23%	31%	20%	27%
Air quality	17%	29%	20%	24%
Quality of overall natural environment in Richmond	26%	29%	20%	25%
Overall image or reputation of Richmond	5%	6%	6%	6%

**Question 3: Growth (Percent of respondents)**

Please rate the speed of growth in the following categories in Richmond over the past 2 years:	Sector			
	Southern	Central	Northern	Overall
Population growth too fast	44%	38%	34%	37%
Retail growth too slow	45%	58%	63%	58%
Job growth too slow	80%	93%	95%	92%

**Question 4: Code Enforcement (Percent a "major" problem)**

	Sector			
	Southern	Central	Northern	Overall
Run down buildings, weed lots or junk vehicle a major problem in Richmond	58%	46%	48%	48%

Question 5: Community Safety (Percent "very" or "somewhat" safe)				
Please rate how safe or unsafe you feel from the following in Richmond:	Sector			
	Southern	Central	Northern	Overall
Violent crime (e.g., rape, assault, robbery)	18%	16%	13%	15%
Property crimes (e.g., burglary, theft)	10%	14%	8%	11%
Environmental hazards, including toxic waste	9%	20%	14%	17%

Question 6: Personal Safety (Percent "very" or "somewhat" safe)				
Please rate how safe or unsafe you feel:	Sector			
	Southern	Central	Northern	Overall
In your neighborhood during the day	45%	75%	71%	70%
In your neighborhood after dark	17%	48%	41%	42%
In Richmond's downtown area during the day	42%	33%	33%	34%
In Richmond's downtown area after dark	10%	4%	4%	5%
In Richmond's parks during the day	35%	36%	37%	36%

Questions 7 and 8: Crime Victimization and Reporting (Percent "yes")				
	Sector			
	Southern	Central	Northern	Overall
During the past 12 months, were you or anyone in your household the victim of any crime?	29%	29%	24%	27%
If yes, was this crime (these crimes) reported to the police?	83%	76%	71%	76%

Question 9: Resident Behaviors (Percent at least once in past 12 months)				
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Richmond?	Sector			
	Southern	Central	Northern	Overall
Used Richmond public libraries or their services	71%	59%	56%	59%
Used Richmond recreation centers	49%	39%	40%	40%
Participated in a recreation program or activity	37%	30%	35%	32%
Visited a neighborhood park or City park	64%	69%	81%	72%
Ridden a local bus within Richmond	43%	41%	41%	41%
Attended a meeting of local elected officials or other local public meeting	37%	25%	38%	31%

Question 9: Resident Behaviors (Percent at least once in past 12 months)				
In the last 12 months, about how many times, if ever, have you or other household members participated in the following activities in Richmond?	Sector			
	Southern	Central	Northern	Overall
Watched a meeting of local elected officials or other City-sponsored public meeting on cable television, the Internet or other media	56%	43%	49%	47%
Read Richmond Newsletter	71%	71%	68%	70%
Visited the City of Richmond Web site (at www.ci.richmond.ca.us)	45%	54%	63%	56%
Recycled used paper, cans or bottles from your home	90%	92%	98%	94%
Volunteered your time to some group or activity in Richmond	52%	28%	37%	34%
Participated in religious or spiritual activities in Richmond	49%	49%	34%	43%
Participated in a club or civic group in Richmond	27%	17%	23%	20%
Provided help to a friend or neighbor	85%	91%	94%	91%
Used COR Connect/COMCATE (citizen request tracking system)	19%	3%	11%	8%

Question 10: Neighborliness (Percent at least several times a week)				
	Sector			
	Southern	Central	Northern	Overall
Visit with neighbors at least several times a week	47%	40%	50%	45%

Question 11: Service Quality (Percent "excellent" or "good")				
Please rate the quality of each of the following services in Richmond:	Sector			
	Southern	Central	Northern	Overall
Police services	48%	52%	52%	51%
Fire services	65%	71%	75%	71%
Ambulance or emergency medical services	67%	70%	75%	71%
Crime prevention	27%	22%	19%	22%
Fire prevention and education	25%	44%	35%	39%
Traffic enforcement	28%	33%	37%	34%
Street repair	11%	17%	14%	15%
Street cleaning	27%	35%	25%	31%
Street lighting	24%	30%	20%	25%
Sidewalk maintenance	17%	22%	17%	20%
Traffic signal timing	28%	39%	37%	37%

Question 11: Service Quality (Percent "excellent" or "good")				
Please rate the quality of each of the following services in Richmond:	Sector			
	Southern	Central	Northern	Overall
Bus or transit services	47%	40%	44%	42%
Garbage collection	49%	72%	70%	69%
Recycling	50%	73%	66%	68%
Yard waste pick-up	43%	63%	60%	59%
Storm drainage	33%	46%	35%	41%
Sewer services	34%	50%	44%	46%
Power (electric and/or gas) utility	52%	61%	51%	56%
City parks	40%	39%	49%	43%
Recreation programs or classes	27%	34%	46%	37%
Recreation centers or facilities	25%	32%	42%	34%
Land use, planning and zoning	19%	24%	16%	21%
Code enforcement (weeds, abandoned buildings, etc.)	16%	25%	10%	19%
Animal control	21%	33%	29%	30%
Economic development	22%	14%	14%	15%
Health services	42%	28%	22%	28%
Services to seniors	31%	33%	35%	33%
Services to youth	17%	23%	18%	20%
Services to low-income people	16%	24%	33%	26%
Public library services	39%	50%	49%	48%
Public information services	21%	36%	45%	37%
Public schools	19%	23%	15%	20%
Emergency preparedness (services that prepare the community for natural disasters or other emergency situations)	28%	28%	28%	28%
Preservation of natural areas such as open space, farmlands and greenbelts	26%	29%	32%	30%
City-sponsored events	13%	25%	35%	27%
City-maintained trees/public landscaping/street medians	16%	27%	19%	23%
City-sponsored job training programs	17%	25%	25%	23%
City of Richmond Web site	34%	44%	42%	42%

Question 12: Government Services Overall (Percent "excellent" or "good")				
Overall, how would you rate the quality of the services provided by each of the following?	Sector			
	Southern	Central	Northern	Overall
The City of Richmond	32%	28%	28%	29%
The Federal Government	32%	30%	26%	29%
The State Government	29%	24%	23%	24%
Contra Costa County Government	34%	29%	24%	28%

Question 13: Contact with City Employees (Percent "yes")				
	Sector			
	Southern	Central	Northern	Overall
Have you had any in-person, phone or email contact with an employee of the City of Richmond within the last 12 months (including police, receptionists, planners or any others)?	36%	44%	44%	43%

Question 14: City Employees (Percent "excellent" or "good")				
What was your impression of the employee(s) of the City of Richmond in your most recent contact?	Sector			
	Southern	Central	Northern	Overall
Knowledge	59%	74%	72%	72%
Responsiveness	50%	63%	61%	61%
Courtesy	60%	69%	70%	68%
Overall impression	58%	58%	65%	61%

Question 15: Government Performance (Percent "excellent" or "good")				
Please rate the following categories of Richmond government performance:	Sector			
	Southern	Central	Northern	Overall
The value of services for the taxes paid to Richmond	17%	21%	21%	20%
The overall direction that Richmond is taking	26%	26%	36%	30%
The job Richmond government does at welcoming citizen involvement	16%	30%	36%	30%

Question 16: Recommendation and Longevity (Percent "somewhat" or "very" likely)				
Please indicate how likely or unlikely you are to do each of the following:	Sector			
	Southern	Central	Northern	Overall
Recommend living in Richmond to someone who asks	48%	49%	50%	49%
Remain in Richmond for the next five years	68%	62%	73%	67%

Question 17: Impact of the Economy (Percent "somewhat" or "very" positive)				
	Sector			
	Southern	Central	Northern	Overall
What impact, if any, do you think the economy will have on your family income in the next 6 months? Do you think the impact will be:	21%	15%	22%	18%

Question 18a: Custom Question 1 (Percent "very good" or "excellent")				
	Sector			
	Southern	Central	Northern	Overall
In general, how would you rate your health?	25%	47%	47%	44%

Question 18b: Custom Question 2 (Percent "somewhat" or "much better" now than one year ago)				
	Sector			
	Southern	Central	Northern	Overall
Compared to one year ago, how would you rate your health in general now?	22%	19%	22%	20%

Question 18c: Custom Question 3 (Percent "essential" or "very important")				
How important, if at all, are the following issues for the City to address?	Sector			
	Southern	Central	Northern	Overall
Improving traffic flow and pedestrian safety	66%	59%	64%	62%
Preserving historic buildings and completing the Rosie the Riveter WWII National Homefront Park	49%	50%	43%	47%
Improving Richmond Parkway	42%	55%	37%	47%
Improving parking conditions/providing more parks/open space	62%	68%	64%	66%
Increasing paratransit service	55%	57%	42%	52%
Displaying more public art	43%	43%	35%	40%
Improving street pavement conditions	84%	83%	80%	82%
Increasing street lighting	85%	73%	72%	74%
Building a new library facility	50%	47%	48%	48%
Renovating community centers and expanding programming	67%	60%	64%	62%
Upgrading existing and developing more athletic fields	67%	53%	48%	53%
Installing surveillance cameras throughout the City	78%	63%	59%	64%
Improving infrastructure to prevent flooding	73%	64%	66%	66%
Increasing job training and development programs	90%	75%	80%	79%
Expanding after school programs (K-12)	90%	77%	77%	79%
Improving environmental quality	83%	74%	85%	79%